

News monitored for: Pepsi - Brands

PepsiCo Ropes in Ranbir Kapoor to Endorse Lays

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PepsiCo Foods has signed on actor Ranbir Kapoor to endorse its Lay's potato chips as part of a repositioning exercise to make it a more youthful brand.

"The theme of the new ad is about a group of best buddies, and is more youthful than the earlier positioning," Vidur Vyas, marketing director at PepsiCo Foods, said.

It is not clear if the company will renew its contract with actor Saif Ali Khan, who has been endorsing Lay's for at least eight years now.

Vyas said the firm is in talks with Khan on details of his contract, which is up for renewal early next year, and that no final decision has been made on the same.

Lay's is one of PepsiCo Foods' top two brands along with Kurkure salty snacks with more than ₹1,000-crore annual sales.

But Lay's is facing increasing competition.

Apart from ITC's Bingo chips, there are scores of smaller brands such as Haldiram's and Balaji Wafers doing well in the country.

Vyas declined to comment on Lay's current market share but said it continued to lead the category.

The overall salty snacks category is estimated at close to ₹10,000 crore.

Kapoor is already the face of PepsiCo's flagship beverage Pepsi. He is learnt to charge in the region of ₹10-11 crore for a one-year endorsement deal. Other brands he endorses include Panasonic electronics, Hero MotoCorp two-wheelers and Blackberry smartphones.

Over the years, Lay's has been through different ad themes, including 'no one can eat just one', 'what's the programme?' and 'fight for your flavour'. Khan has featured in most of these ads.